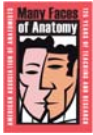


## 2014 Publications Workshop

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Developmental  
Dynamics

Anatomical Sciences  
Education

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## Welcome to Today's Workshop

I am honored to provide guidance to you,  
librarians and scientists,  
To help you publish your research in international  
journals of science and medicine

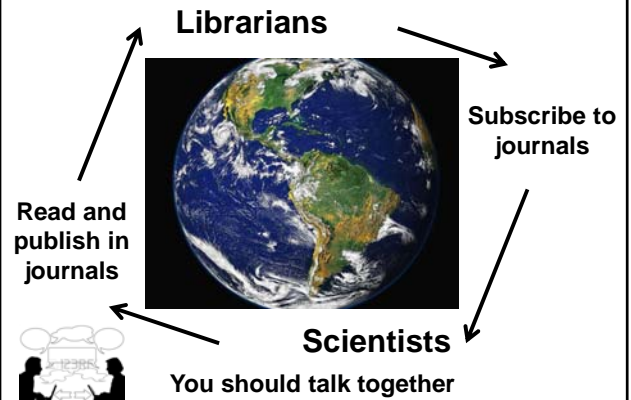
Kurt H. Albertine, Ph.D.  
Editor-in-Chief, *The Anatomical Record*



## Topics for Today

- ❖ Publishing your science
- ❖ Writing clearly
- ❖ Ethics and case studies

## Important Relationship



## Bibliography

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[Eduardo R. Martínez](#)  
Associate Marketing Manager

## **Publishing Your Science**

Strategies to Maximize Your Chances  
of Getting Your Papers Published  
in the Best International Journals

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## **Two Topics:**

- 1. Why Publish?**
- 2. How to Choose Your Journal Wisely**

## **Why Publish?**

- ❖ Publication provides an opportunity to tell your story

Once upon a time in  
Brasil . . .

c

## **Why Tell Your Story?**

- ❖ Primary reason
  - To report the solution of an important scientific or medical problem
  - The outcome: To advance one's field

## Peer-Reviewed Publications

- ❖ Validate your work through peer review
  - Your study is not officially part of the scientific record until it undergoes peer review
  - Provides a record that is available worldwide
  - Provides a record that is permanent

## Why Publish?

- ❖ Secondary reason
  - To advance one's career
  - Having two reasons to publish can result in a conflict of interest
    - Primary reason conflicts with achieving the secondary reason
      - May contribute to research misconduct

## Publishing Protagonists

Authors



Editors



Reviewers



Readers



For publishing to advance a field, all protagonists need to act ethically at all times

## Where to Tell Your Story?

### ❖ Choosing a journal



### Two Choices are Made

- ❖ You (the authors) choose where to submit (*i.e.*, which journal)
- ❖ They (the journals) choose what to publish (*i.e.*, which papers)
- ❖ But, YOU actually have some control over both choices!

### Picking Where to Submit (Your Choice)

- ❖ What to consider?
  - Fit between your paper and the journal's scope
  - Reputation of the journal and its editorial board
  - Customer service of the journal

### Fit between Your Paper and the Journal's Scope

- ❖ A good fit means that
  - Your paper is more likely to be accepted by the journal
  - Your paper is more likely to be read by the readers in your field
- ❖ Your goal in publication is to showcase your work
  - Showcasing advances both your field and your career

### Reputation of a Journal

- ❖ Impact factor
- ❖ Common knowledge in the field of a journal's quality (not necessarily the same as impact factor)
- ❖ Ranking in the field (*e.g.*, 3rd out of 10 journals)
- ❖ Scientific quality of the editorial board
- ❖ Citation half-life
- ❖ Author's previous success or lack thereof with a particular journal
- ❖ Customer service

### Be Aware

- ❖ Journals with the highest impact factor have
  - The highest non-review and rejection rates
  - High “page-pressure” rate, resulting in severe limitations in number of pages, figures, and references; much of the data becomes supplementary

### Be Aware

- ❖ Journals with the highest impact factor
  - Reviews frequently require additional experiments, which delays resubmission
  - However, journals with the highest impact factor are widely read and cited
    - The science published in them is generally assumed to be better
      - And have notable instances of scientific misconduct

### Customer Service of the Journal

- ❖ How quickly does a journal review?
  - How quickly does journal publish?
- ❖ How fairly does the journal manage review?
  - How helpful are the journal’s reviews?
- ❖ Are costs levied to publish pages or color figures?
- ❖ Are the number of pages, figures, or references limited?
- ❖ Do you like the quality of the product (e.g., figure reproduction)

### You Have Two Opportunities to Sell Your Paper

- ❖ At submission
  - Use the Title, Abstract, and Introduction to announce that an important problem in the field is solved
  - Use the Results, Methods, and Discussion to construct a sound scientific argument to convince skeptical scientists
  - Use the Acknowledgments and Literature Cited to give credit where credit is due

### Two Tips

- ❖ Write a Title that states the major result of the study (not what you did, but what you learned)
- ❖ In the Abstract, briefly summarize the topic of your study, its importance, what is known and unknown about the topic, your hypothesis, and what you learned by testing your hypothesis

### Also Include a Cover Letter

“Dear Sir or Madam: . . .”

### A Poor Cover Letter

- ❖ “We are pleased to submit our manuscript . . .
- ❖ The method of our study is not modern, but we hope this study is quite original
- ❖ Therefore, we are encouraged and hope to find an audience for our research”

### A Good Cover Letter

- ❖ Introduces
  - The topic
  - The major result
  - The meaning (impact) of the major result
  - Assurance that the manuscript has not been published before AND is not submitted to another journal

## You Have Two Opportunities to Sell Your Paper

- ❖ **Second opportunity is at revision submission**
  - **Be professional and respectful, but you can challenge (with cogent and concise logic and facts) reviewers' and editor's comments**
  - **Respond to all criticisms with an appropriate revision or a reasonable explanation as to why a revision was not done**
  - **To some degree, this is a negotiation process, but the scientific standards (as interpreted by the editors) of the journal must be met**





## How to Write Clearly

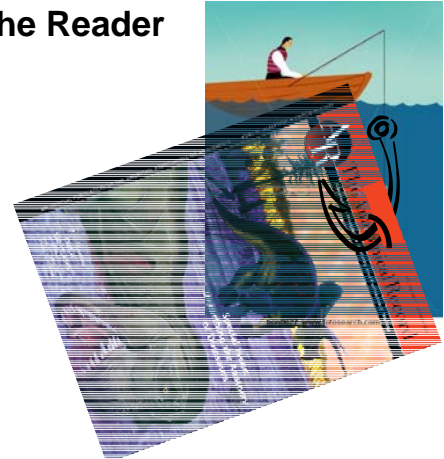
The study of writing is **NOT** a waste of time!

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## Hook the Reader



### ❖ Excite editors and reviewers

- Why?
  - So that they want your manuscript published

### ❖ Excite readers

- Why?
  - So that they want to read your publication

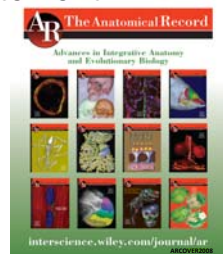


## The Bottom Lines

## What Makes Excitement?

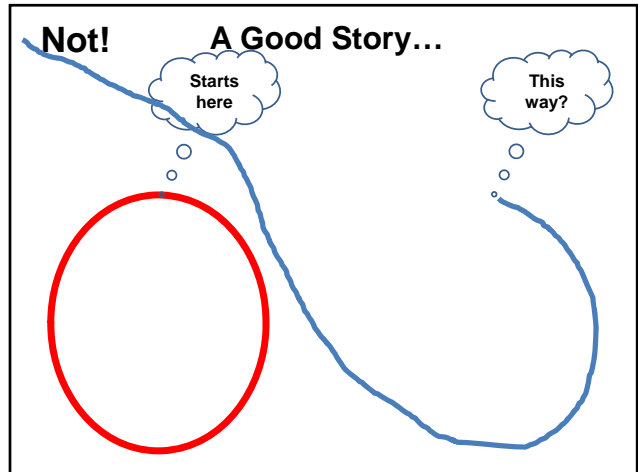
### ❖ Excitement is

- Novelty
  - New discovery
  - More thorough insight
- Innovation
  - New methods, reagents, transgenic mouse
- Substantive, clear (understandable) results
- Scientific controversy



## Expectations About Manuscripts

- ❖ Editors, reviewers, and readers
  - An interesting story that
    - Revolves around the hypothesis or question
    - Conclusion that answers the hypothesis or question



## Outline

- ❖ Critical self-evaluation
- ❖ Write clearly

## Critical Self-Evaluation

- ❖ Does the reviewer have to work to understand your manuscript?



• No



• Yes



## Definition of Clear Writing

OK to start-out fuzzy



❖ “Clear writing is writing that is incapable of being misunderstood” \*

❖ Quintilian, a Roman rhetorician, who lived in the first century A.D.

\* Zeiger. *Essentials of Writing Biomedical Research Papers*. 2000



## Writing Clearly (for Understanding)

❖ Goals

- Unambiguous writing
  - Creates the least confusion
- Logical story
  - Creates a storyline
- Clear, simple, informative figures and tables
  - Makes the results obvious
- Place your study and results in context
  - Brings focus on significance and impact

## Guides for Writing Clearly

- ❖ To write for understanding...
- Target the audience and hook them
  - Be a credible writer

## Analogy: The First Date

- ❖ You want a second date
- ❖ Make the first impression a good impression!
- Title and Abstract
    - Captivate the imagination of the reviewers
      - Clear writing
      - Significance
      - Impact
    - Gives reviewers something to look forward to; not dread!

## Be a Credible Writer

- ❖ To attain clear understanding, clear writing is required
  - The study of writing is **NOT** a waste of time!
    - Proper grammar (word choice, sentence structure, paragraph organization, and punctuation) are essential
      - Tools to attain understanding

## Keywords

- ❖ Most important words
  - Why?

<u>Clear Keywords</u>	<u>Vague Keywords</u>
Rats	Animals

## Unclear Word Choice

- ❖ Example: “Change”
  - What does “change” mean?
    - Who knows?
      - Increased/decreased?
      - Longer/shorter?
      - Heavier/lighter?
      - *Etc.*

## Vague Words to Avoid

- ❖ Modifying words (adjectives, adverbs)
  - Adjective: ‘Sick’ (sick baby)
  - Adverb: ‘Very’ (very big)
- ❖ Jargon (“out there”)
  - Where?
- ❖ Euphemisms (“to pass away”; die)

## Pretentious Writing

"I'm disinclined to acquiesce to your request..."

... improvement

❖ "No"

- Captain Barbossa to Elizabeth Swann



\* Pirates of the Caribbean - The Curse of the Black Pearl, 2003

## Words must agree!



Lander, Wyoming, USA

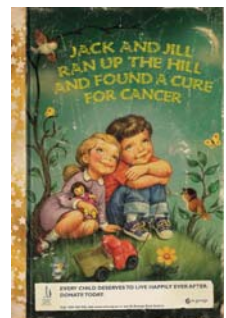
## Words are not to be contradictory!



Kemmerer, Wyoming, USA

## Putting Words Together: Sentences

- ❖ Noun verb completer
  - Jack and Jill ran up the hill
- ❖ About 20 words or less
- ❖ Use parallel construction
  - "drug A (1) increases blood pressure, (2) heart rate, and (3) breathing rate"
  - Describe in the same order



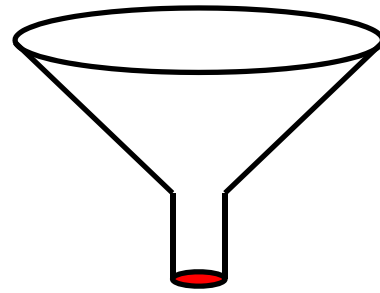
## Putting Sentences Together: Paragraphs

- ❖ Fundamental unit of telling a story
  - One topic = one paragraph
  - If you change the topic, new paragraph

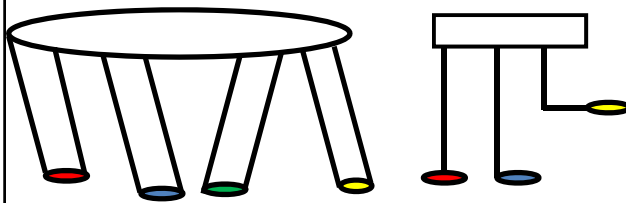
Return Key  
Creates a new paragraph. Wow!



## Paragraph Analogy



**NOT!**



## Guide for Paragraphs

- ❖ Begin with a powerful topic sentence
- ❖ Follow with details about the topic
  - Using logically organized sentences
- ❖ Repeat keywords, verbatim
- ❖ Use transition words to connect sentences
- ❖ Use consistent order (parallel construction)
- ❖ Use consistent tense and point of view

## Creative Use of Punctuation

❖ How many of you use these punctuation symbols in one sentence?

- ; : / \ { } [ ] () -
- Why do you use them in one sentence?
- Consequence of using them?
  - Long sentences
  - Unclear meaning
- Solution: replace with a period (full stop)

## The Power of Punctuation

*Let's eat grandma.*  
*Let's eat, grandma.*  
**COMMAS SAVE LIVES**



Muito Obrigado